



U.S. Army 2005 MWR Leisure Needs Survey Results

Area II - Yongsan Korea

BRIEFING OUTLINE

Area II - Yongsan

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Area II - Yongsan

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Area II - Yongsan

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,079 surveys were distributed at Area II - Yongsan



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area II - Yongsan

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area II - Yongsan

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area II - Yongsan:					
Active Duty	4,763	1,188	637	53.62%	±3.61%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	1,253	891	319	35.80%	±4.74%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	6,016	2,079	956	45.98%	±2.91%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

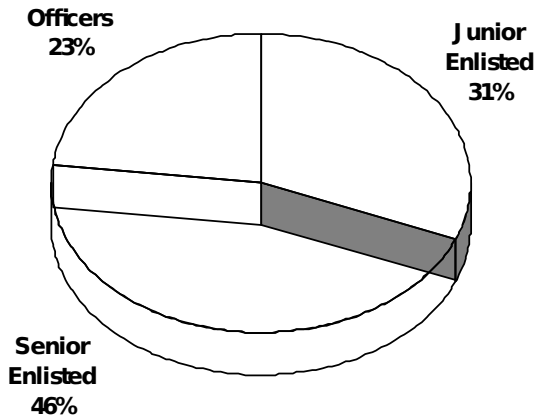
PATRON SAMPLE*

Area II - Yongsan

RESPONDENT POPULATION SEGMENTS

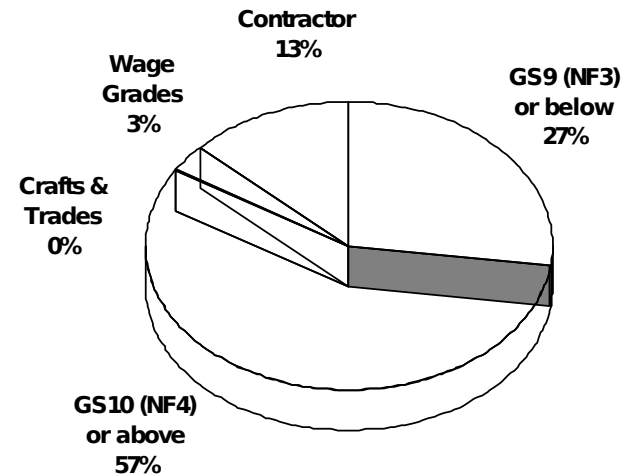
ACTIVE DUTY

(n = 586)



CIVILIANS

(n = 300)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area II - Yongsan

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA II - YONGSAN

Area II - Yongsan

MOST FREQUENTLY USED FACILITIES

Library	62%
Bowling Center	56%
Bowling Food & Beverage	48%
Post Picnic Area	40%
Athletic Fields	40%

LEAST FREQUENTLY USED FACILITIES

Cabins & Campgrounds	6%
Child Development Center	9%
School Age Services	10%
Youth Center	12%
BOSS	12%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA II - YONGSAN*

Area II - Yongsan

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Bowling Center	4.29
Army lodging	4.23
Library	4.18
ITR - Commercial Travel Agency	4.02
Bowling Food & Beverage	4.00

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash	3.28
Youth Center	3.65
Outdoor Recreation Center	3.66
Golf Course Food & Beverage	3.70
Multipurpose Sports/Tennis Courts	3.72

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA II - YONGSAN*

Area II - Yongsan

FACILITIES WITH HIGHEST QUALITY RATINGS*

Army Lodging	4.22
Bowling Center	4.12
Child Development Center	4.07
Library	4.06
Golf Course Pro Shop	3.98

FACILITIES WITH LOWEST QUALITY RATINGS*

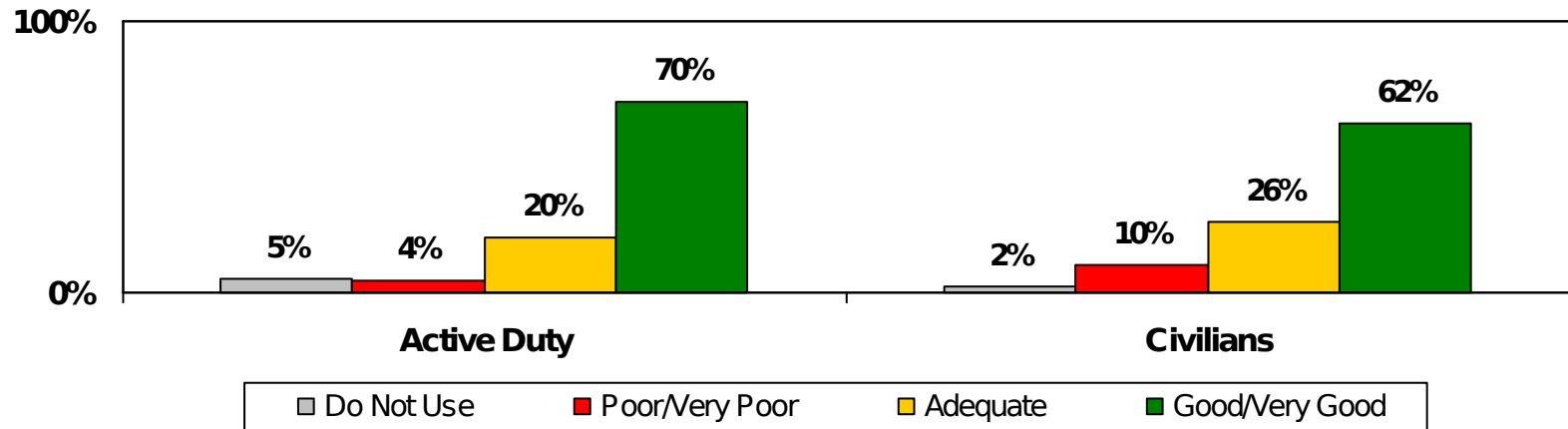
Car Wash	3.19
Cabins & Campgrounds	3.51
Youth Center	3.53
Multipurpose Sports/Tennis Courts	3.58
Automotive Skills	3.62

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

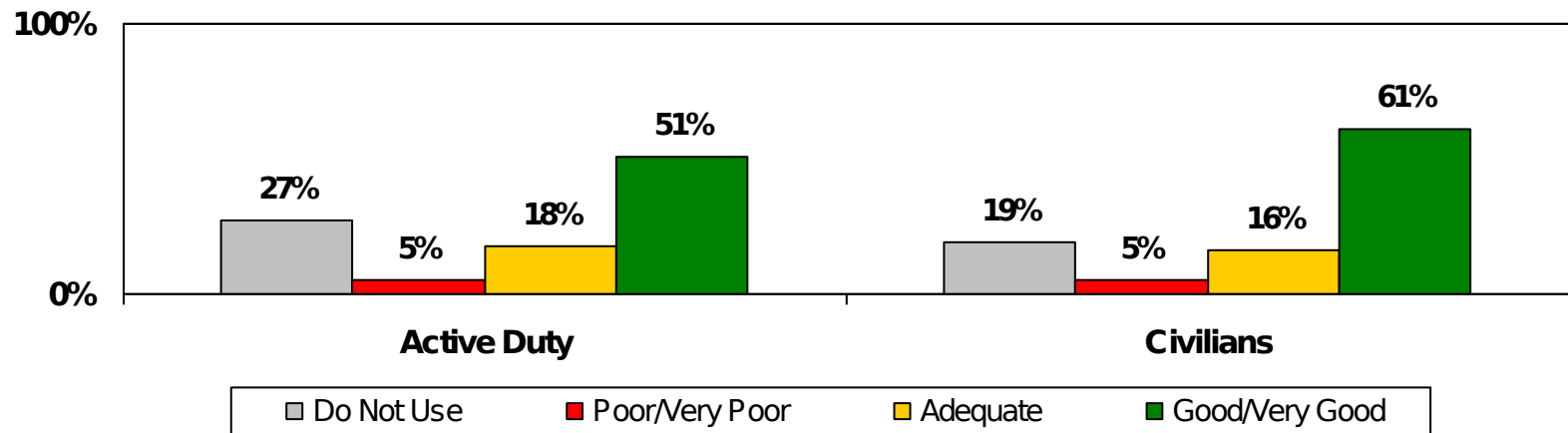
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area II - Yongsan

Quality of On-Post Services



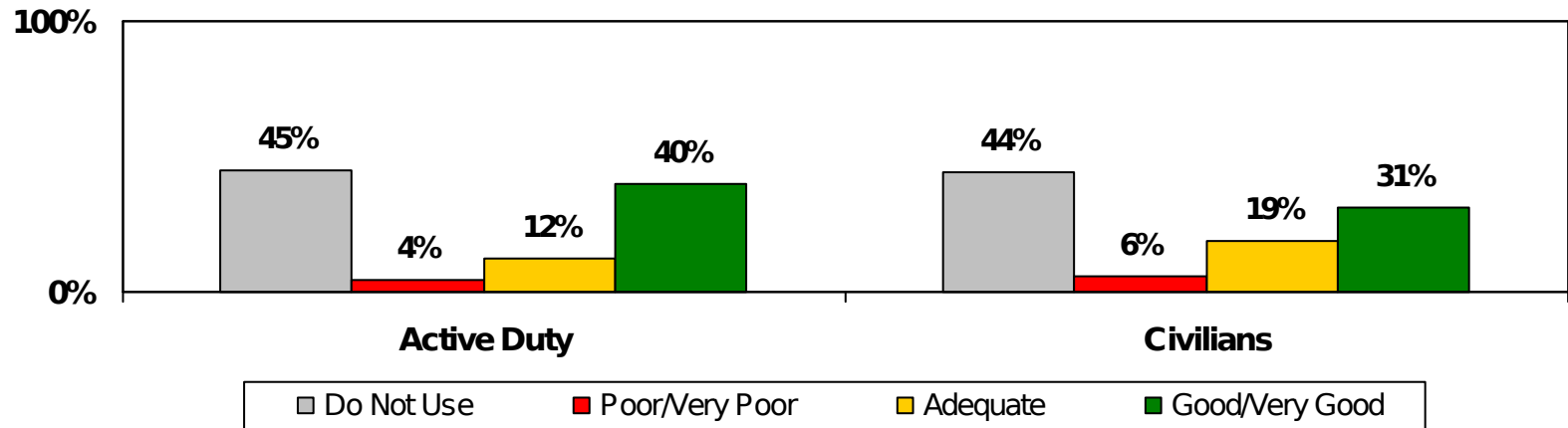
Quality of Off-Post Services



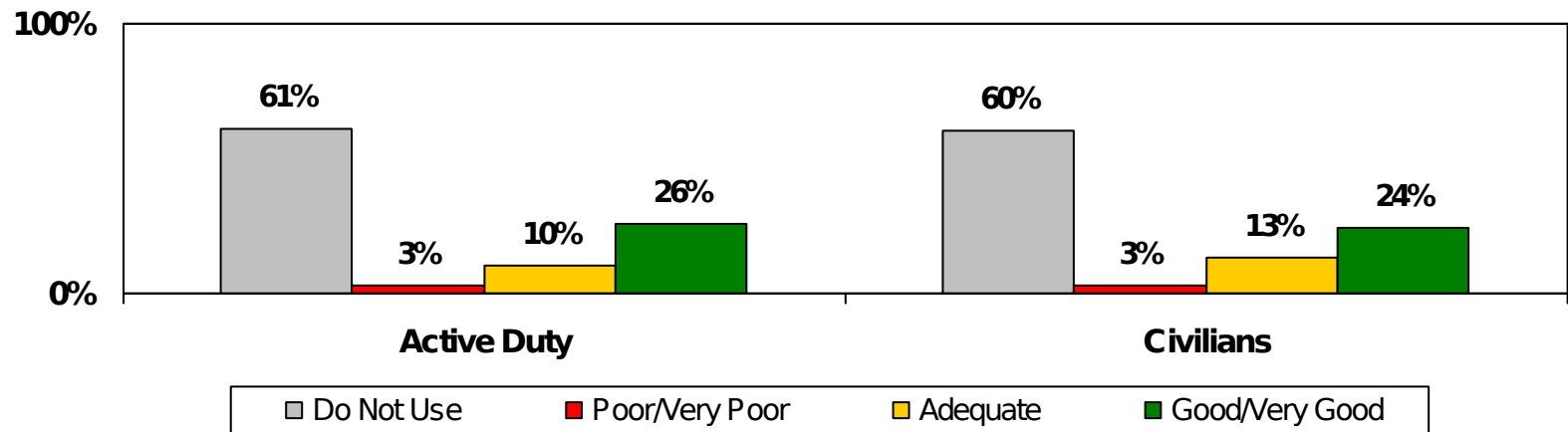
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area II - Yongsan

Quality of On-Post Services



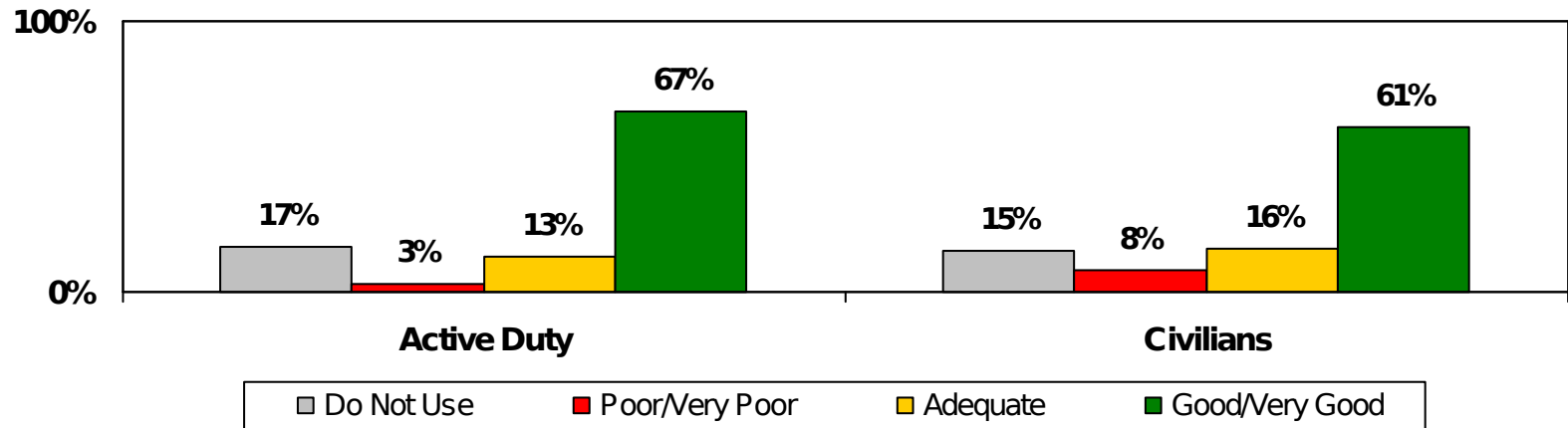
Quality of Off-Post Services



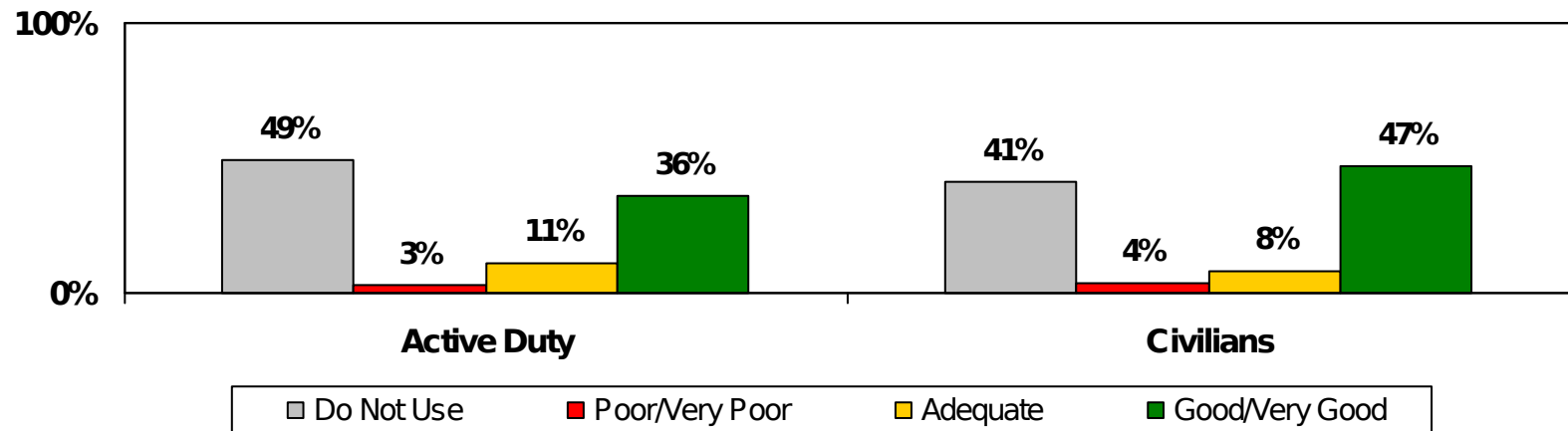
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area II - Yongsan

Quality of On-Post Services

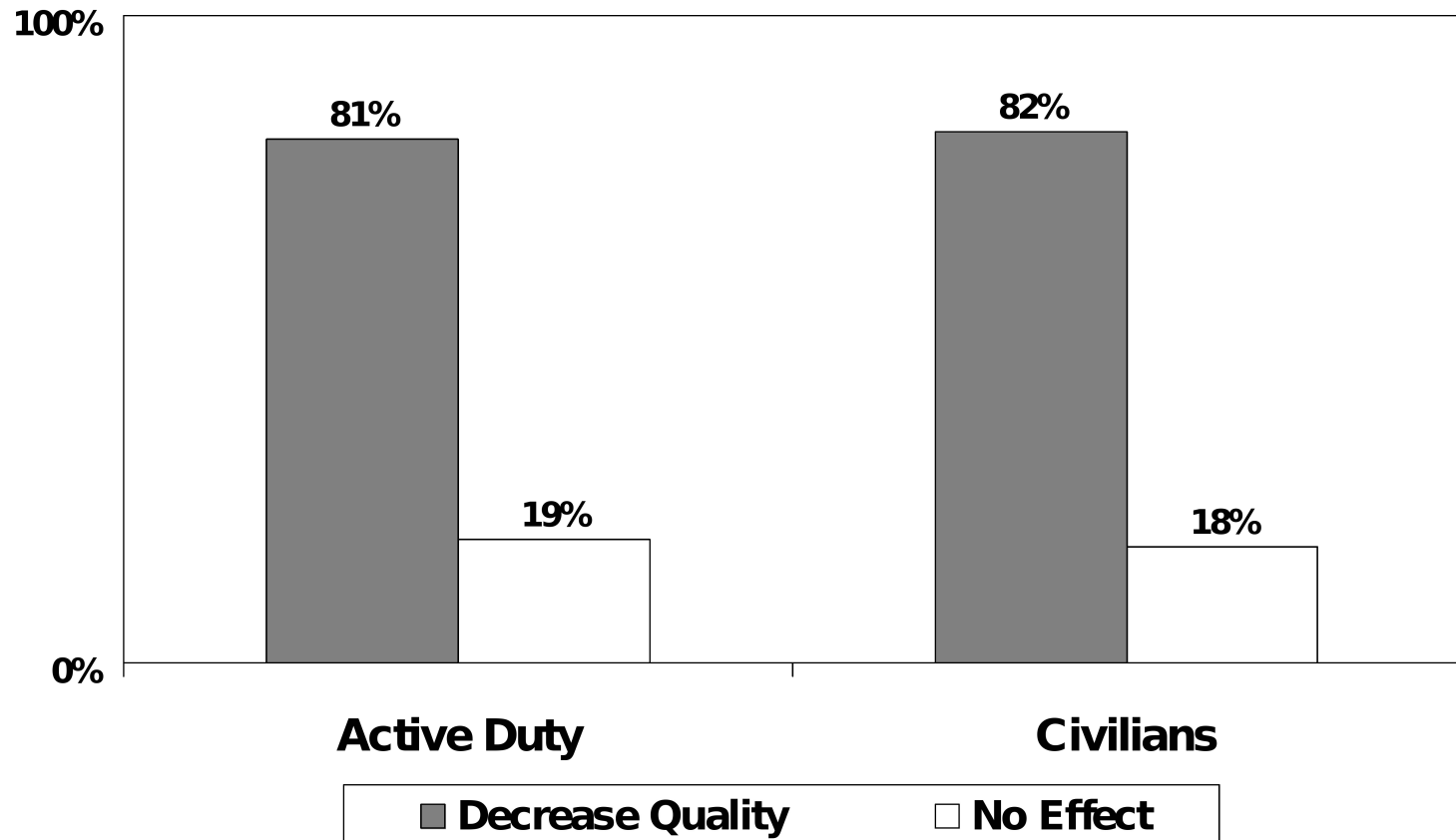


Quality of Off-Post Services



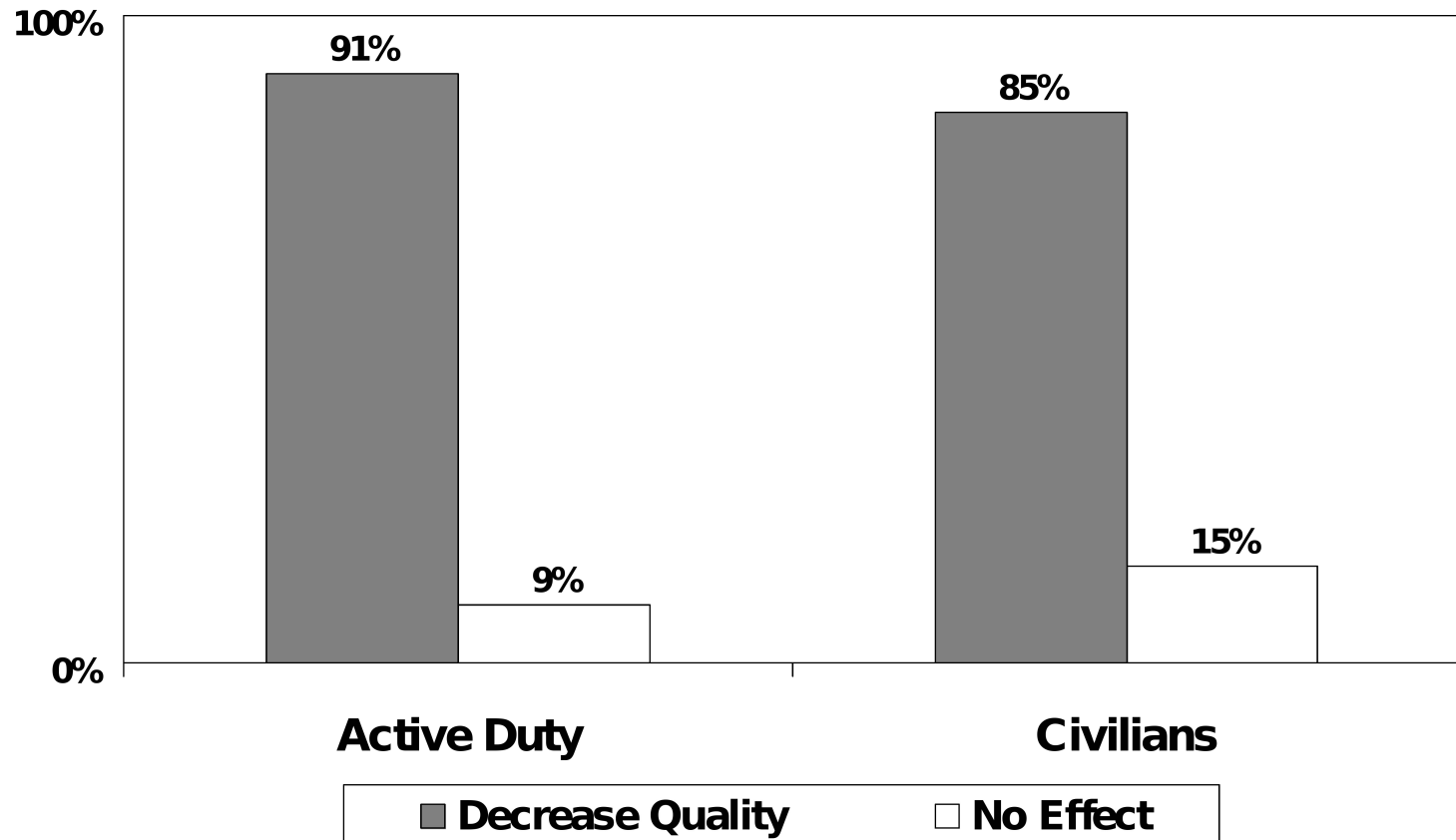
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area II - Yongsan



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area II - Yongsan



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area II - Yongsan

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	79%
Library	74%
Army Lodging	71%
Athletic Fields	51%
Child Development Center	45%
Bowling Center	44%
Swimming Pool	43%

RV Park	78%
Golf Course Pro Shop	62%
Cabins & Campgrounds	56%
Golf Course Food & Beverage	52%
Golf Course	49%
Car Wash	48%
Bowling Pro Shop	44%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area II - Yongsan

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	21%	22%	21%
E-mail	27%	30%	28%
Friends and neighbors	44%	51%	45%
Family Readiness Groups (FRGs)	9%	6%	8%
Bulletin boards on post	55%	50%	54%
Post newspaper	45%	64%	49%
MWR publications	42%	53%	44%
Radio	53%	49%	52%
Television	45%	56%	47%
My child(ren) let(s) me know	6%	9%	7%
Other unit members or co-workers	34%	28%	33%
Unit or post commander or supervisor	19%	9%	17%
Marquees/billboards	31%	50%	35%
Flyers	41%	45%	42%
Other	8%	5%	7%
I never hear anything	3%	4%	3%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area II - Yongsan

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	88%
Better Opportunities for Single Soldiers	62%
Army Community Service	61%
MWR Programs and Services	82%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area II - Yongsan

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	91%	9%
Outreach programs	46%	80%	20%
Family Readiness Groups	61%	84%	16%
Relocation Readiness Program	63%	93%	7%
Family Advocacy Program	62%	83%	17%
Crisis intervention	48%	78%	22%
Money management classes, budgeting assistance	63%	81%	19%
Financial counseling, including tax assistance	64%	84%	16%
Consumer information	37%	80%	20%
Employment Readiness Program	48%	78%	22%
Foster child care	27%	70%	30%
Exceptional Family Member Program	59%	81%	19%
Army Family Team Building	48%	78%	22%
Army Family Action Plan	43%	77%	23%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area II - Yongsan

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	56%
Personal job performance/readiness	55%
Unit cohesion and teamwork	55%
Unit readiness	52%
Relationship with my spouse	52%
Relationship with my children	53%
My family's adjustment to Army life	60%
Family preparedness for deployments	56%
Ability to manage my finances	49%
Feeling that I am part of the military community	55%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area II - Yongsan

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	85%
Helps minimize lost duty/work time due to lack of child care/youth services	84%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	73%
Allows me to work outside my home	69%
Allows me to work at home	57%
Offers me an employment opportunity within the CYS program	53%
Allows me/my spouse to better concentrate on my/our job(s)	82%
Provides positive growth and development opportunities for my children	86%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area II - Yongsan

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	49%
Personal job performance/readiness	47%
Unit cohesion and teamwork	57%
Unit readiness	46%
Ability to manage my finances	47%
Feeling that I am part of the military community	56%
Relationship with my children (single parents)	50%
My family's adjustment to Army life (single parents)	54%
Family preparedness for deployments (single parents)	51%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area II - Yongsan

Top 10 Leisure Activities for All Respondents

Reading	54%
Entertaining guests at home	53%
Night clubs/lounges	50%
Internet access/applications (home)	49%
Multi-media (videos, DVDs, CDs)	44%
Internet access (library)	43%
Happy hour/social hour	42%
Study/self development	42%
Reference/research services	41%
Watching TV, videotapes, and DVDs	38%

Top 5 for Active Duty

Reading	52%
Entertaining guests at home	51%
Night clubs/lounges	49%
Internet access/applications (home)	48%
Internet access (library)	44%

Top 5 for Civilians

Reading	62%
Entertaining guests at home	61%
Internet access/applications (home)	55%
Night clubs/lounges	54%
Happy hour/social hour	49%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area II - Yongsan

Team Sports

Basketball	23%
Softball	20%
Touch/flag football	14%
Volleyball	14%
Soccer	12%

Outdoor Recreation

Picnicking	24%
Bicycle riding/mountain biking	21%
Gong to beaches/lakes	18%
Camping/hiking/backpacking	18%
Snow skiing/snowboarding	13%

Social

Entertaining guests at home	53%
Night clubs/lounges	50%
Happy hour/social hour	42%
Dancing	35%
Special family events	27%

Sports and Fitness

Walking	27%
Running/jogging	27%
Bowling	25%
Cardiovascular equipment	24%
Weight/strength training	24%

Entertainment

Watching TV, videotapes, and DVDs	38%
Going to movie theaters	30%
Live entertainment	23%
Plays/shows/concerts	21%
Billiards/game room/video arcades	20%

Special Interests

Internet access/applications (home)	49%
Digital photography	26%
Computer games	25%
Automotive maintenance & repair	22%
Automotive detailing/washing	18%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area II - Yongsan

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	54%	N/A	54%
Multi-media (videos, DVDs, CDs)	44%	N/A	44%
Internet access (library)	43%	N/A	43%
Study/self development	42%	N/A	42%
Reference/research services	41%	N/A	41%
Happy hour/social hour	27%	15%	42%
Bowling	24%	1%	25%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

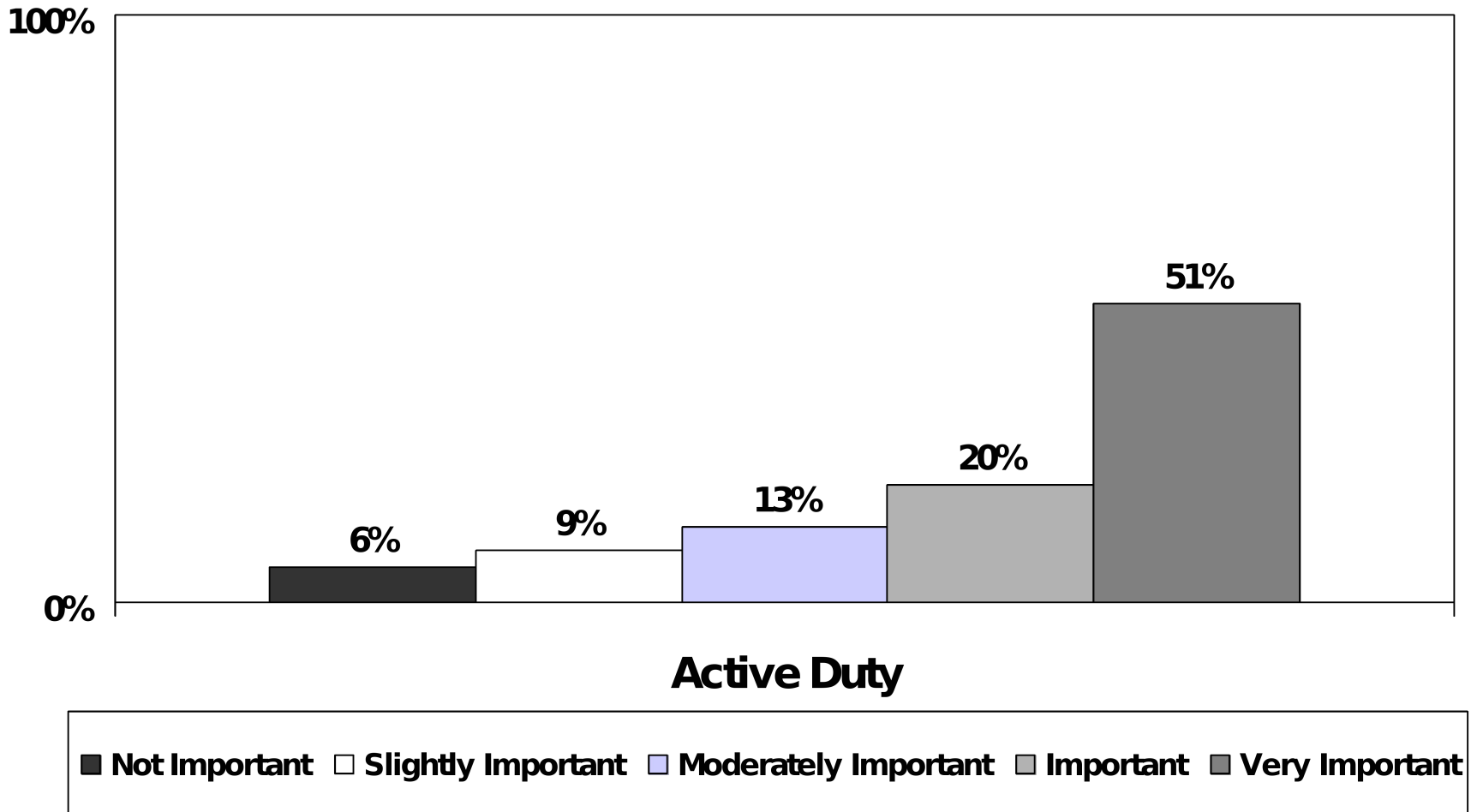
Area II - Yongsan

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	10%	3%	37%	49%
Digital photography	5%	9%	13%	26%
Computer games	4%	3%	18%	25%
Automotive maintenance & repair	13%	6%	3%	22%
Automotive detailing/washing	10%	5%	3%	18%
Trips/touring	3%	11%	0%	14%
Gardening	2%	1%	8%	11%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

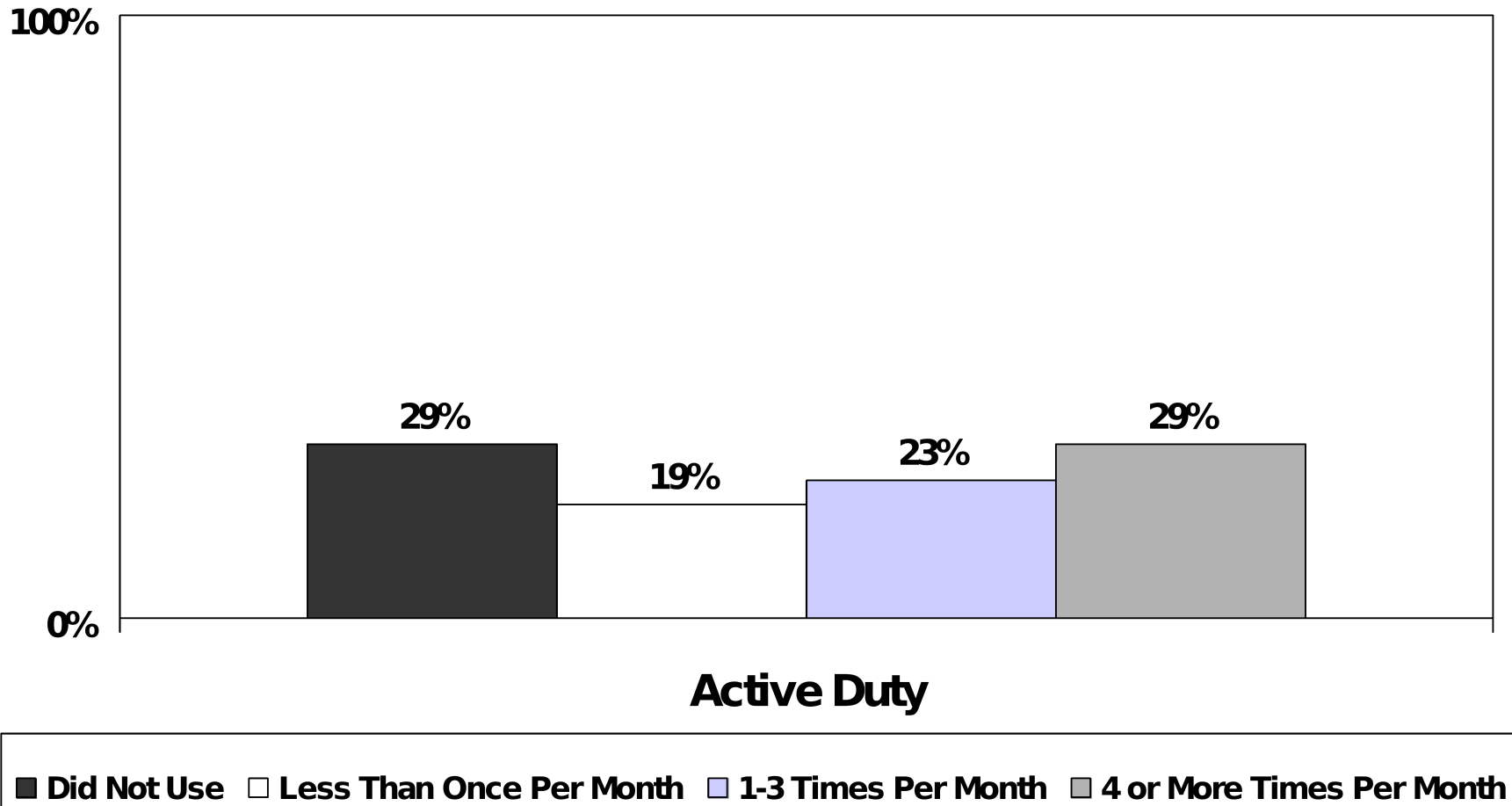
Area II - Yongsan



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

Area II - Yongsan



CAREER INTENTIONS: ACTIVE DUTY

Area II - Yongsan

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	15%
Probably will not make military a career	7%
Undecided	20%
Probably will make military a career	17%
Definitely will make military a career	41%

NEXT STEPS

Area II - Yongsan

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)